ORDER

Order / Rev: 37233 08863279 Alt Order #: Product Desc: BERKLEY/SENATE/D

Estimate:

Flight Dates: 09/12/12 - 09/17/12 Original Date / Rev:

Order Type:

09/11/12 / 09/11/12

GENERAL



KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Shorr Johnson Magnus Agency Name:

Buying Contact:

Billing Contact:

1831 Chestnut St.

AGY, POL, CAND

Philadelphia, PA 19103

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Broadcast EOM/EOC

Berkley, Shelley - D-USS Advertiser Name:

Demographic:

A35+ PO1

Product Codes:

Priority: LV1

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Orders

| Start Date | t Date End Date # Spot | | Gross Amount | Net Amount | | |
|------------|------------------------|----|--------------|-------------|--|--|
| 08/27/12 | 09/17/12 | 94 | \$45,580.00 | \$38,743.00 | | |

| I | 01 | a |] | S |
|---|----|---|---|---|
| | | | | |

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 94 | \$45,580.00 | \$38,743.00 | 0.00 |
| Totals | 94 | \$45,580.00 | \$38,743.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % | |
|-------------------|--------------|--------------|-------------------------------|---------|--|
| Mike Jones | | | Start Of Order - End Of Order | 100% | |

| Order Share | Share | Tota | | |
|-------------|-------|--------------|--|--|
| KLAS | 30% | \$45,580.00 | | |
| Market | 100% | \$151 933 33 | | |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$37,983.33 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 5% | \$7,596.67 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|----------|-----------|----------|------------------------------------|------------|-----------|-----------|--------|-----|------------|----------|-------|----------|
| E1 8 | 09/12/12 | 09/14/12 | 8 News Now 4-5a 8 News Now 4-5a | | 4-5a | WTF | :30 | 6 | \$40.00LV2 | 0.00 NM | 6 | \$240.00 |
| NEWS | S | | | | | | | | | | | |
| <u>s</u> | tart Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 0 | 9/10/12 | 09/16/12 | WTF | 6 | \$40.00 | 0.00 | | | | | | |
| E 2 8 | 09/17/12 | 09/17/12 | 8 News Now 4-5a | СМ | 4-5a | M | :30 | 2 | \$40.00LV2 | 0.00 NM | 2 | \$80.00 |
| | | | 8 News Now 4-5a | | | | | | | | | |

Print Date: 09/17/12 10:15:44 Page 2 of 5

KLAS

Order / Rev:

37233

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863279

Product Desc:

Flight Dates: 09/12/12 - 09/17/12

BERKLEY/SENATE/D

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **NEWS** End Date Start Date Spots/Week Rating **Weekdays** Rate Week: 09/17/12 09/23/12 \$40.00 0.00 CBS This Morning 7-9a CM \$900.00 09/12/12 09/14/12 --WTF--:30 6 \$150.00LV2 0.00 NM 6 8 7-9a CBS This Morning **CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 09/10/12 09/16/12 6 \$150.00 0.00 8 09/12/12 09/14/12 8 News Now 5a M-F CM 5-6a --WTF--:30 \$225.00LV2 0.00 NM \$1,350.00 8 News Now 5a M-F NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --WTF--6 \$225.00 0.00 8 09/12/12 09/14/12 8 News Now 6a M-F CM 6-7a --WTF--:30 \$245.00LV2 0.00 NM 3 \$735.00 8 News Now 6a M-F **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 --WTF--\$245.00 0.00 \$225.00LV2 0.00 NM 09/12/12 09/14/12 8 News Now Noon M-F CM 12-1230p --WTF--:30 3 \$675.00 8 News Now Noon M-F **NEWS** Weekdays Spots/Week Rating Start Date **End Date** Rate \$225.00 Week: 09/10/12 09/16/12 --WTF--0.00 09/17/12 09/17/12 8 News Now Noon M-F CM 12-1230p M----:30 \$225.00LV2 0.00 NM 1 \$225.00 8 News Now Noon M-F **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$225.00 0.00 CM 3-4p :30 \$325.00LV2 0.00 NM 6 \$1,950.00 E 11 8 09/12/12 09/14/12 Filen --WTF--Ellen **ELLEN** End Date Spots/Week Rating Weekdays Start Date Rate Week: 09/10/12 09/16/12 6 \$325.00 0.00 09/17/12 09/17/12 CM M-----:30 \$325.00LV2 0.00 NM 2 \$650.00 3-4p Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 M-----\$325.00 0.00 Week: 09/17/12 :30 \$250.00LV2 0.00 NM \$500.00 09/17/12 09/17/12 Live w/Kelly CM 9-10a M----2 2 Live With Regis & Kelly LIVE WITH KELLY Spots/Week Rating End Date Start Date <u>Weekdays</u> Rate 09/23/12 M----\$250.00 0.00 Week: 09/17/12 8 09/12/12 09/14/12 CM --WTF--:30 1 \$1,500.00LV1 0.00 NM \$1,500.00 11a-12p Young & Restless YOUNG AND RESTLESS Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/10/12 09/16/12 --WTF--1 \$1,500.00 0.00 09/17/12 09/17/12 CM :30 1 \$1,500.00LV1 0.00 NM \$1,500.00 F 16 Y&R 11a-12p M----Young & Restless YOUNG AND RESTLESS Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 09/17/12 09/23/12 M-----1 \$1,500.00 0.00 09/12/12 09/14/12 1230-2p Soaps/ LMAD CM 1230-2p --WTF--:30 \$900.00 LV1 0.00 NM \$900.00 E 17 8 Soaps / Let's Make A Deal **BOLD/DEAL** Spots/Week Rating Start Date **End Date** Weekdays 1 4 1 Rate --WTF--\$900.00 0.00 Week: 09/10/12 09/16/12 M----\$900.00 LV1 0.00 NM 09/17/12 09/17/12 1230-2p Soaps/ LMAD CM 1230-2p :30 2 \$1,800.00 Soaps / Let's Make A Deal **BOLD/DEAL**

Print Date: 09/17/12 10:15:44 Page 3 of 5

KLAS

Order / Rev:

37233

Advertiser:

Berkley, Shelley - D-USS

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Product Desc:

BERKLEY/SENATE/D

Flight Dates:

09/12/12 - 09/17/12

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount \$1,800.00 :30 0.00 NM \$900.00LV1 E 18 8 09/17/12 09/17/12 1230-2p Soaps/ LMAD CM 1230-2p Soaps / Let's Make A Deal **BOLD/DEAL** Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 M-----\$900.00 Week: 09/17/12 09/23/12 \$875.00LV1 0.00 NM \$2,625.00 09/12/12 09/14/12 630-7p Inside Edition CM 630-7p --WTF--:30 Inside Edition INSIDE EDITION Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --WTF--\$875.00 0.00 M----0.00 NM 09/17/12 09/17/12 630-7p Inside Edition CM 630-7p :30 \$875.00LV1 \$875.00 E 20 8 1 Inside Edition **INSIDE EDITION Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 M----\$875.00 0.00 09/16/12 09/16/12 8 News Now Sun 5-7p CM 4-430p, 630-7p ----s :30 \$600.00LV1 0.00 NM 1 \$600.00 8 News Now Sun (6:30 PM-7:00 PM) **NEWS** Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate Week: 09/10/12 09/16/12 ----S \$600.00 0.00 09/12/12 09/14/12 8 News Now 5-630p M-FCM 5-630p --WTF--:30 \$375.00LV2 0.00 NM 6 \$2,250.00 8 News Now 5-630p M-F **NEWS Start Date** Weekdays Spots/Week Rating End Date Rate --WTF--Week: 09/10/12 09/16/12 \$375.00 0.00 8 News Now 5-630p M-FCM :30 2 \$375.00LV2 0.00 NM 2 \$750.00 E 24 09/17/12 09/17/12 5-630p M-----8 News Now 5-630p M-F **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating M-----Week: 09/17/12 09/23/12 \$375.00 0.00 8 News Now 4p M-F --WTF--:30 \$300.00LV2 0.00 NM 3 \$900.00 09/12/12 09/14/12 CM 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--0.00 Week: 09/10/12 09/16/12 \$300.00 09/17/12 09/17/12 8 News Now 4p M-F CM :30 \$300.00LV2 0.00 NM \$300.00 E 26 8 4-5p M----1 (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating M-----\$300.00 0.00 Week: 09/17/12 09/23/12 09/15/12 09/15/12 Sat 7-8p - ET Wknd ----S-:30 \$175.00LV2 0.00 NM \$350.00 CM 7-8p **Ent Tonight Weekend** ET Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----S-\$175.00 0.00 CM 7-8p --WTF--:30 5 \$1,000.00LV1 0.00 NM 5 8 09/12/12 09/14/12 7-8p Rotator \$5,000.00 E 28 7-8p Rotator ET/INSIDER Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--\$1,000.00 0.00 Week: 09/10/12 09/16/12 7-8p Rotator :30 2 \$1,000.00LV1 0.00 NM 2 \$2,000.00 09/17/12 09/17/12 CM 7-8p 7-8p Rotator **ET/INSIDER** Spots/Week Rating **Start Date End Date Weekdays** Rate Week: 09/17/12 09/23/12 M----\$1,000.00 0.00 F 30 09/12/12 09/14/12 Letterman CM 1135p-1237a --WTF--:30 \$750.00LV1 0.00 NM 3 \$2,250.00 Letterman **LETTERMAN** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 09/10/12 09/16/12 \$750.00 0.00 09/17/12 09/17/12 CM 1135p-1237a M----:30 \$750.00LV1 0.00 NM 1 \$750.00

Print Date: 09/17/12 10:15:44 Page 4 of 5

KLAS

Order / Rev: 37233

Advertiser:

Berkley, Shelley - D-USS

Ait Order #:

08863279

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

09/12/12 - 09/17/12

Estimate:

Rate Pri Rtg Type Spots Amount Start/End Time Days Len Spots **Inventory Code Break** Ln Ch Start End Letterman Letterman **LETTERMAN** Rating Spots/Week **Start Date End Date Weekdays** Rate M----\$750.00 0.00 Week: 09/17/12 09/23/12 0.00 NM СМ 1237a-137a --WTF--:30 \$115.00LV2 5 \$575.00 E 32 8 09/12/12 09/14/12 Craig Ferguson Craig Ferguson (12:37 XM-1:37 XM) **FERGUSON** Weekdays Spots/Week **End Date** Rate Rating Start Date Week: 09/10/12 09/16/12 --WTF--\$115.00 0.00 \$115.00LV2 :30 0.00 NM 1 \$115.00 09/17/12 09/17/12 Craig Ferguson CM 1237a-137a E 33 8 M-Craig Ferguson (12:37 XM-1:37 XM) **FERGUSON** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 M-----\$115.00 0.00 8 09/15/12 09/16/12 8 News Now 11p Sa/SuCM 11-1135P ----SS :30 2 \$350.00LV2 0.00 NM 2 \$700.00 8 News Now Sa/Su 11p **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----SS 2 \$350.00 0.00 Politics Now S Sebelius CM ----S-:30 \$250.00LV2 0.00 NM E 37 8 09/15/12 09/15/12 **Various** 1 \$250.00 Politics Now S Sebelius (5:30 PM-6:00 PM) **POLITICS NOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----5-\$250.00 0.00 F 38 09/16/12 09/16/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 \$325.00LV2 0.00 NM 1 \$325.00 **CBS News Sunday Morning CBS SUNDAY MORNING** Start Date **End Date** Spots/Week Rating <u>Weekdays</u> Rate ----s Week: 09/10/12 09/16/12 \$325.00 0.00 E 39 09/16/12 09/16/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 \$850.00LV1 0.00 NM 1 \$850.00 8 News Now Sun AM #2 **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating ----s Week: 09/10/12 09/16/12 \$850.00 0.00 E 40 09/16/12 09/16/12 Face The Nation CM **Face The Nation** -----:30 \$940.00LV1 0.00 NM 1 \$940.00 Face The Nation FACE THE NATION Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 09/10/12 09/16/12 \$940.00 0.00 09/15/12 09/15/12 NCAA Football CM NCAA College Foo----S-:30 2 \$750.00LV1 0.00 NM 2 \$1.500.00 NCAA College Football Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 ----S-\$750.00 0.00 N42 8 09/15/12 09/15/12 Sat 1135p-1235a The PiQM 1135p-105a ----s-:30 1 \$70.00LV2 0.00 NM 1 \$70.00 CBS Sports/Private Practice Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 ----S-\$70.00 0.00 09/15/12 09/15/12 Sat 1235-135a DaVinci I6M :30 N 43 105-205a -----\$60.00LV2 0.00 NM \$60.00 1 1 Da Vinci Inquest Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/10/12 09/16/12 ----S-\$60.00 0.00 09/12/12 09/12/12 СМ :30 N 44 Wed 10-11p 10-11p \$2,000.00LV2 0.00 NM --W---\$2,000.00 CSI Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --W----\$2,000.00 0.00 N 45 09/14/12 09/14/12 Fri 9-10p ----F--:30 \$1,200.00LV2 0.00 NM 8 CM 9-10p \$1,200.00 CSI: NY Start Date **End Date** Weekdays Spots/Week Rate Rating ----F--Week: 09/10/12 09/16/12 \$1,200.00 0.00

Print Date: 09/17/12 10:15:44 Page 5 of 5

Order / Rev: 37233 Alt Order #: 08863279 Advertiser:

Berkley, Shelley - D-USS

09/12/12 - 09/17/12 Flight Dates:

Product Desc: BERKLEY/SENATE/D

Estimate:

KLAS

| Ln C | Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len S | Spots | Rate Pri | Rtg Type | Spots | Amount |
|------|------------|----------|------------|-----------------------|-------------|-------------|---------------|-------|-------|---------------|----------|-------|-------------|
| N 46 | 8 | 09/16/12 | 2 09/16/12 | Sun 10-11p | СМ | 10-11p | S | :30 | 1 | \$4,000.00LV1 | 0.00 NM | 1 | \$4,000.00 |
| | | | | The Mentalist | | | | | | | | | |
| | <u>Sta</u> | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Wee | k: 09/ | 10/12 | 09/16/12 | S | 1 | \$4,000.00 | 0.00 | | | | | | |
| N 47 | 8 | 09/16/12 | 2 09/16/12 | Sun 4-5P Elec Pla | aygrou@M | 430-530p | S | :30 | 1 | \$150.00LV2 | 0.00 NM | 1 | \$150.00 |
| | | | | Electric Playgrou | nd | | | | | | | | |
| | Sta | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Wee | k: 09/ | 10/12 | 09/16/12 | S | 1 | \$150.00 | 0.00 | | | | | | |
| N 48 | 8 | 09/16/12 | 2 09/16/12 | Eye on Wash/Wa | II St JoCM | 5-6a | S | :30 | 1 | \$190.00LV1 | 0.00 NM | 1 | \$190.00 |
| | | | | Eye On Wash/Wa | ali St Jrni | | | | | | | | |
| | <u>Sta</u> | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Wee | k: 09/ | 10/12 | 09/16/12 | S | 1 | \$190.00 | 0.00 | | | | | | |
| N 49 | 8 | 09/17/12 | 2 09/17/12 | Price Is Right | CM | 10-11a | M | :30 | 1 | \$1,000.00LV1 | 0.00 NM | 1 | \$1,000.00 |
| | | | | Price Is Right | | | | | | | | | |
| | <u>Sta</u> | rt Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Wee | k: 09/ | 17/12 | 09/23/12 | M | 1 | \$1,000.00 | 0.00 | | | | | | |
| | | | | | | | | | | | Totals | 94 | \$45,580.00 |